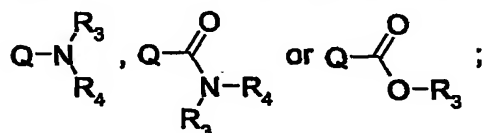


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What is claimed is:

1. A composition comprising from 92 to 97 % by weight pigment and from 3 to 8 % by weight binder, in each case based on the composition, wherein the binder is a mixture comprising

- 5     – from 5 to 60 % by weight, based on the binder, of modified cellulose wherein, on average, per glucose unit, from 0.5 to 1.4 hydroxyl hydrogen atoms are replaced by  $R_1$ , from 0.25 to 0.6 hydroxyl hydrogen atoms are replaced by  $R_2$ , or from 0.5 to 1.4 hydroxyl hydrogen atoms are replaced by  $R_1$  and from 0 to 0.6 hydroxyl hydrogen atoms are replaced by  $R_2$ ; and
- 10    – from 40 to 95 % by weight, based on the binder, of a compound of formula



wherein Q is a hydrocarbon radical containing from 8 to 24 carbon atoms, unsubstituted or mono- to tri-substituted by hydroxy or  $OR_1$ ,

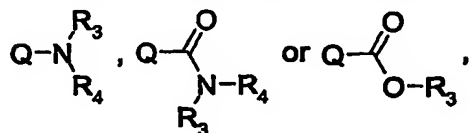
each  $R_1$ , independently of any other  $R_1$ , is  $C_1$ - $C_4$ alkyl or  $C_1$ - $C_4$ alkylcarbonyl,

- 15    each  $R_2$ , independently of any other  $R_2$ , is an organic group different from  $R_1$  and containing from 2 to 10 carbon, from 0 to 4 oxygen and from 0 to 2 nitrogen atoms,
- and  $R_3$  and  $R_4$  are each independently of the other hydrogen,  $R_1$ ,  $R_2$ ,  $C_5$ - $C_8$ alkyl,  $C_5$ - $C_8$ alkylcarbonyl,  $C_5$ - $C_8$ alkenyl,  $C_5$ - $C_8$ alkenylcarbonyl,  $C_5$ - $C_8$ cycloalkyl,  $C_5$ - $C_8$ cycloalkylcarbonyl,  $C_5$ - $C_8$ cycloalkenyl,  $C_5$ - $C_8$ cycloalkenylcarbonyl, phenyl,
- 20    benzoyl, tolyl, methylbenzoyl, benzyl, phenylacetyl, phenethyl or styryl.

2. A composition according to claim 1, wherein  $R_1$  is methyl or ethyl,  $R_2$  is benzyl,  $C_1$ - $C_4$ alkylene-COOR<sub>3</sub>,  $C_2$ - $C_3$ alkylene-NR<sub>3</sub>R<sub>4</sub> or  $[C_2$ - $C_3$ alkylene-O]<sub>1-4</sub>-R<sub>3</sub>,  $R_3$  and/or  $R_4$  are hydrogen or  $R_2$ , and Q has at least 12 carbon atoms.

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3. A composition according to either claim 1 or claim 2, wherein the binder comprises from 0 to 20 % by weight of an organic or inorganic acid or a non-ionic compound.
4. A composition according to claim 3, wherein the organic acid has from 1 to 8 carbon atoms and is unsubstituted or substituted by hydroxy.
5. A composition according to claim 1, 2, 3 or 4, wherein the pigment is from the 1-aminoanthraquinone, anthanthrone, anthrapyrimidine, azo, azomethine, quinacridone, quinacridonequinone, quinophthalone, dioxazine, diketopyrrolopyrrole, flavanthrone, indanthrone, isoindoline, isoindolinone, isoviolanthrone, perinone, perylene, phthalocyanine, pyranthrone or thioindigo series, preferably a quinacridone, dioxazine, perylene, diketopyrrolopyrrole or disazo condensation pigment.
6. A method of pigmenting a polyolefin (including polystyrenes and vinyl polymers) or a polyolefin copolymer, wherein from 0.01 to 230 % by weight, preferably from 0.05 to 5 % by weight, based on the polyolefin or polyolefin copolymer, of a composition according to claim 1, 2, 3, 4 or 5 is incorporated in a polyolefin or polyolefin copolymer.
7. A method of preparing a composition according to claim 1, 2, 3, 4 or 5, wherein an aqueous medium, a pigment, and a binder comprising
- from 5 to 60 % by weight, based on the binder, of modified cellulose wherein, on average, per glucose unit, from 0.5 to 1.4 hydroxyl hydrogen atoms are replaced by  $R_1$ , from 0.25 to 0.6 hydroxyl hydrogen atoms are replaced by  $R_2$ , or from 0.5 to 1.4 hydroxyl hydrogen atoms are replaced by  $R_1$  and from 0 to 0.6 hydroxyl hydrogen atoms are replaced by  $R_2$ ; and
  - from 40 to 95 % by weight, based on the binder, of a compound of formula



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– and, optionally, from 0 to 20 % by weight of further substances;

wherein Q is a hydrocarbon radical containing from 8 to 24 carbon atoms, unsubstituted or mono- to tri-substituted by hydroxy or OR<sub>1</sub>,

each R<sub>1</sub>, independently of any other R<sub>1</sub>, is C<sub>1</sub>-C<sub>4</sub>alkyl or C<sub>1</sub>-C<sub>4</sub>alkylcarbonyl,

5 each R<sub>2</sub>, independently of any other R<sub>2</sub>, is an organic group different from R<sub>1</sub> and containing from 2 to 10 carbon, from 0 to 4 oxygen and from 0 to 2 nitrogen atoms,

and R<sub>3</sub> and R<sub>4</sub> are each independently of the other hydrogen, R<sub>1</sub>, R<sub>2</sub>, C<sub>5</sub>-C<sub>8</sub>alkyl, C<sub>5</sub>-C<sub>8</sub>alkylcarbonyl, C<sub>5</sub>-C<sub>8</sub>alkenyl, C<sub>5</sub>-C<sub>8</sub>alkenylcarbonyl, C<sub>5</sub>-C<sub>8</sub>cycloalkyl, C<sub>5</sub>-C<sub>8</sub>cycloalkylcarbonyl, C<sub>5</sub>-C<sub>8</sub>cycloalkenyl, C<sub>5</sub>-C<sub>8</sub>cycloalkenylcarbonyl, phenyl,

10 benzoyl, tolyl, methylbenzoyl, benzyl, phenylacetyl, phenethyl or styryl,

and wherein the weight ratio of pigment to binder is from 92 : 8 to 97 : 3 and the weight ratio of pigment to aqueous medium is from 1 : 1.5 to 1 : 100, preferably from 1 : 2.5 to 1 : 10,

are successively or simultaneously added to an apparatus which is so operated  
15 that there results an aqueous dispersion having a pH value of from 4 to 7, preferably from 4.5 to 6.5, especially from 5 to 6, and the aqueous medium is subsequently removed.

8. A method according to claim 7, wherein the pigment is added to the apparatus in the form of a moist pigment cake.

20 9. A method according to either claim 7 or claim 8, wherein the aqueous medium is removed by spray-drying.

10. The use of a composition according to claim 1, 2, 3, 4 or 5 as a colorant for organic materials of natural or synthetic origin having a molecular weight in the range from 10<sup>3</sup> to 10<sup>8</sup> g/mol.